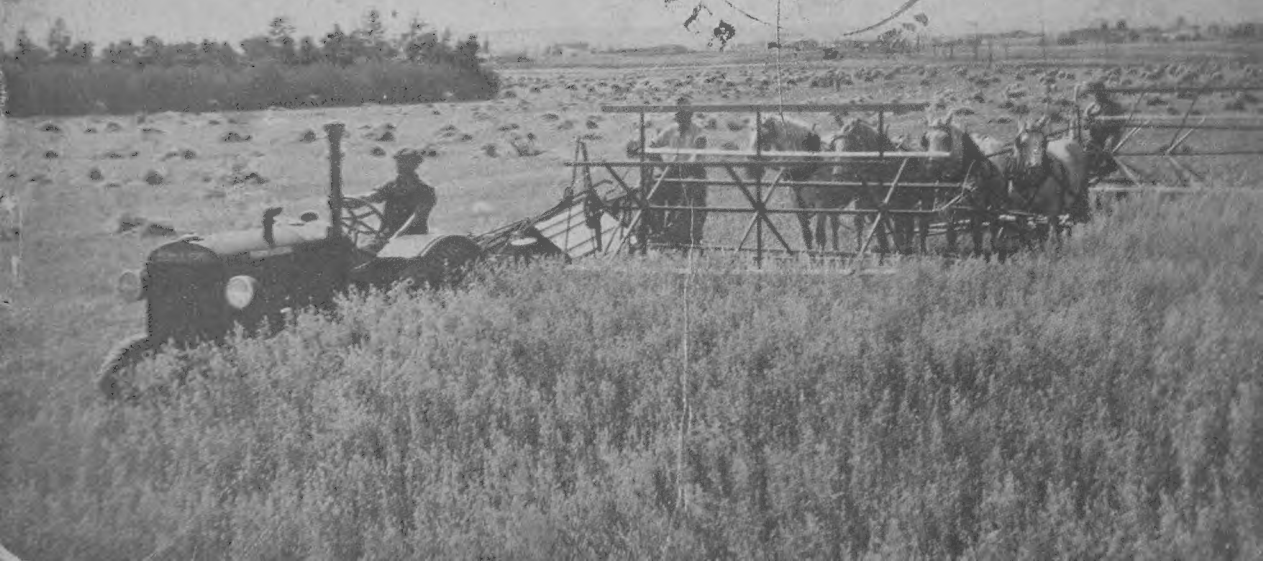


SWIFT CURRENT SASKATCHEWAN

THE HEART OF THE GRAIN LAND



Romance of the West---Ranching

Ranches still operate in many places in the district, where scenes such as this are common. The thriving, bustling city of today is barely fifty years past the time when there were vast cattle ranches neighboring, with spurred cowboys and Indians a familiar sight on the streets of the hamlet.

□ □ □



\$35
JA

This is Swift Current and District



FOREWORD

Situated in the heart of a vast agricultural trading area, the City of Swift Current has over 7,000 population, taxable assessment of \$4,200,000 with a tax rate in 1947 of 53.8 mills. Growth is shown by building permits issued in 1946-47 to the value of \$1,019,336 included in which were 315 permits for homes. There is an excellent water supply from two district irrigation dams and Lac Pelletier as standby to Swift Current Creek, made pleasant through an efficient \$53,000 filtration plant. The city operates its own electrical distribution system, taking power from the Saskatchewan Power Commission plant here, which also feeds district areas. There are 2,000 domestic power users, 300 commercial. Two reservoirs give a capacity of 600,000 gallons. Land is available with trackage for industrial firms. Swift Current's indebtedness was reduced from \$1,800,000 in 1935 to \$826,000 in 1947. No. 1 Health Region, first in Saskatchewan, has its centre here. Four hotels serve the community, plus a modern tourist camp situated close to the centre of the city. Five branch lines of the C.P.R. converge here; this is also a divisional point on the main line. Trans-Canada Airlines have east and west daily flights out of the city. Swift Current is the home of the famous Frontier Days Rodeo and Agricultural Fair, held annually July 1-2, average attendance around 25,000. Newly completed in 1947 was a modern \$125,000 sewage disposal plant. A new 100-bed Union Hospital is being built in 1948, as well as a new \$250,000 Technical Collegiate.

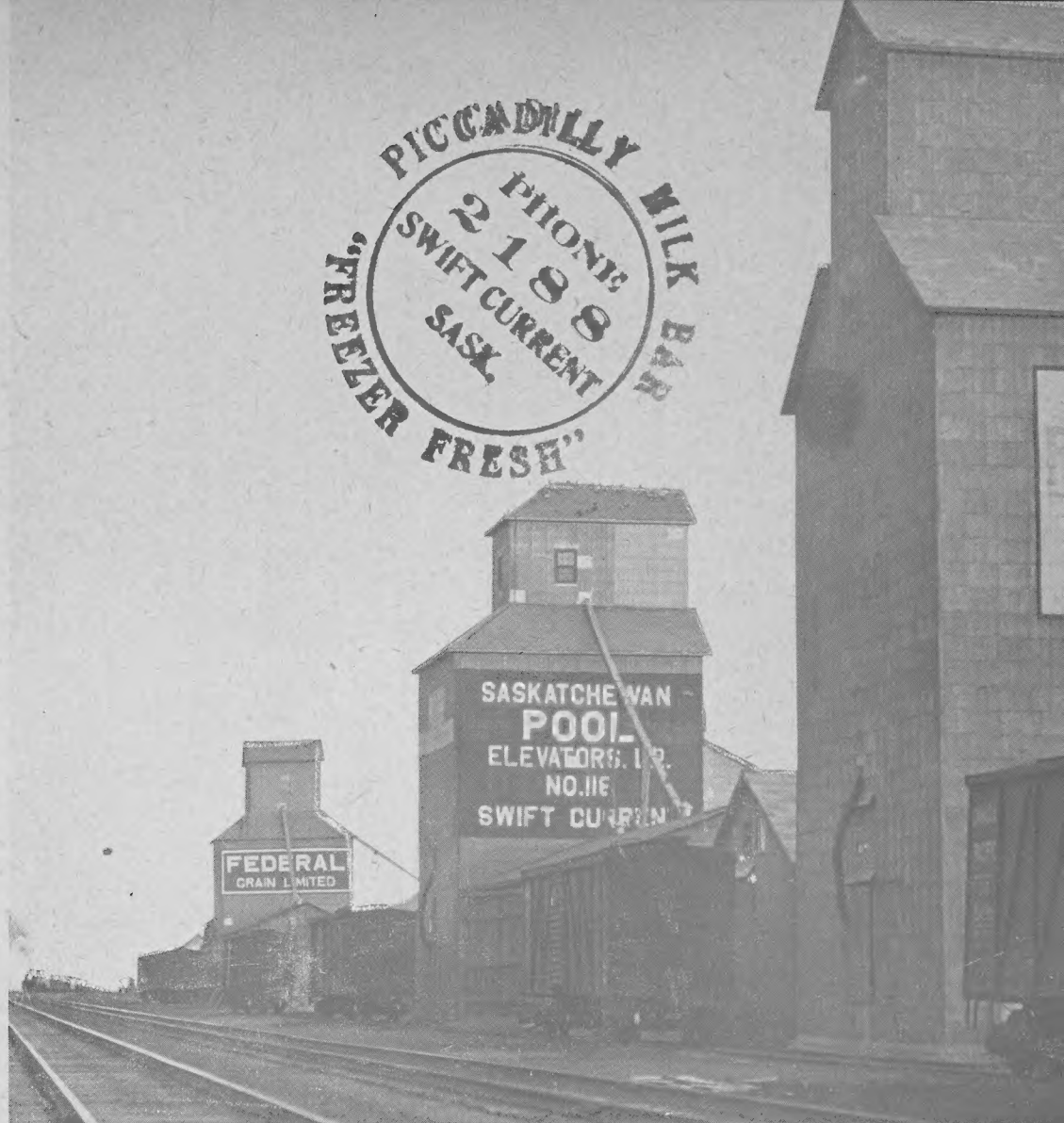
Grain . . .

Swift Current is the acknowledged centre of a \$100,000,000 per year grain industry; the centre of Saskatchewan's high milling quality wheat area, and years of milling tests show we have here the highest protein content of any area in Western Canada. The hub city of Crop Districts 3 and 4, the thirty-year average for wheat is 50,000,000 bushels; the highest in any one year 100,000,000 bushels. The 30-year average for oats is 20 million, barley six million; the average for the last five years, 30 million for oats and 12 million for barley. The flax average is 1,500,000 bushels, while more rye is grown here than any other part of Saskatchewan. The highest percentage of No. 1 Northern wheat comes from Swift Current and district, and the authority for this statement is the Dominion Experimental Station.



Agriculture . . .

Swift Current is in the heart of a vast agricultural area, the nerve centre of a prairie economy which is dotted with thriving towns and villages within easy driving distance, each of them having the familiar grain elevators as shown on the opposite page. Thousands of long freight trains transport the grains which are for domestic consumption and for export to feed the people of other continents. The elevators and cars waiting to be loaded are part of the system of grain storage in Swift Current.



The people in this area who farm the lands which grow vast quantities of the "staff of life" are a homogeneous people, noted for their characteristic courage in the face of natural adversities which do occur at times; and for their optimism, industry, friendliness and hospitality. They are also a melting pot of people from many quarters of the globe . . . from the British Isles, many of them and their descendants who came out in the colonization schemes late in the last century . . . settlers from the United States . . . from Norway and Sweden and Denmark . . . Mennonites . . . Germans, Slavs and many others, but they have dug their roots deep, become fine, loyal Canadians.



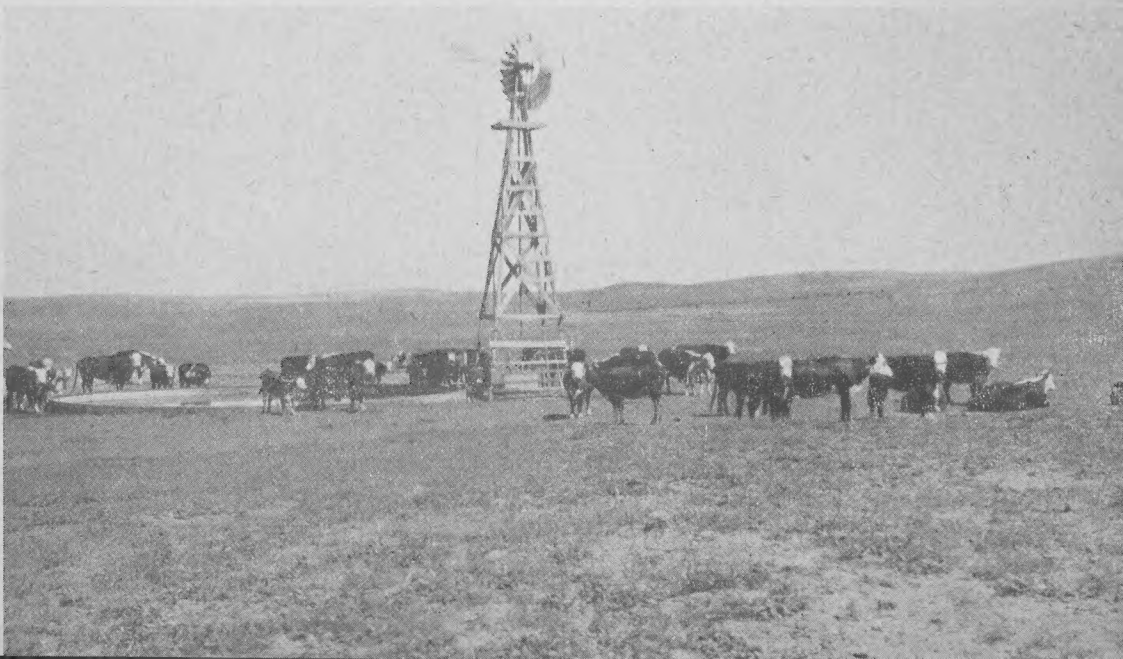
Farm Homes ...

These are typical farm homes within a few miles of Swift Current and generally the rule is to have sufficient livestock maintained to provide meat and milk for the home, and a surplus to sell. They go in for gardens and orchards nowadays, with water supply from wells, farm dugouts and dams. They have local electric plants for lights, repairing machinery, etc. Shelter belts and flower gardens are the rule. These farms grow grain at low cost of production, are generally very efficiently operated.



Mixed Farming . . .

The days of strictly wheat farming are gone, and today Swift Current is the centre of some excellent mixed farming activity. This is recognized as an A1 cream and poultry production area. Figures speak. There are two important creameries in the city which manufactured 2,500,000 pounds of butter in 1944, and handled 60,000 cases of eggs. In 1944, a year in which they were working to help feed a war-torn world, 200,000 pounds of turkeys were marketed in this city plus half million pounds of chicken and other fowl. It is interesting to note that 4½ per cent of all butter and eggs produced in Saskatchewan is handled right in Swift Current. Besides, farmers are becoming increasingly interested in bees and the production of honey. Mixed farming is recognized here as economically sound and an adjunct to grain farming, and a profitable sideline.

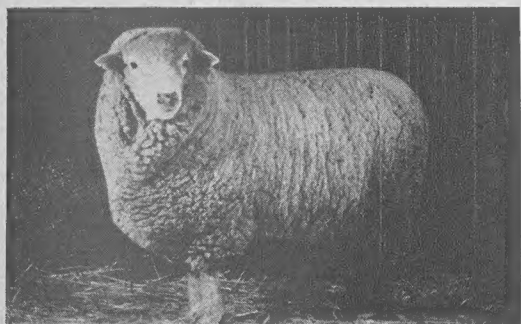
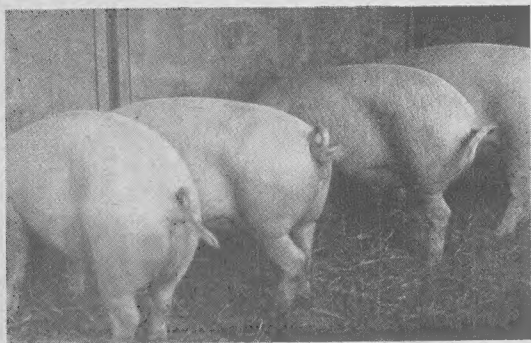


SOUTHWESTERN SASKATCHEWAN had a \$25,000,000 livestock industry in 1946, and Swift Current is the centre of that activity, as it is centre for the range cattle and sheep industry of Saskatchewan. There are more sheep in Southwest Saskatchewan than any other part of the province. Its range cattle are the finest quality marketed, and the wool from the range flocks provide best quality wool, one of the prime sources of fine wool for the woollen industry of the Dominion. Range feeder lambs supply the feed lots in the large irrigation districts of Southern Alberta.



Livestock Industry ...

Livestock has an important place in the agricultural economy here, cattle and sheep graze on lands unsuitable for grade grain. Good quality hogs are produced from this region for the overseas market. Dominion Experimental Farm figures for the year 1946 for Crop District No. 3, which centres here, show farms had a population of 312,650 cattle; 53,150 sheep and lambs; 72,300 swine; 165,290 turkeys; 2,200,120 chickens. Marketings for 1946 in this area were given as 72,947 cattle; 24,085 sheep and lambs; 37,922 swine.



Shown here are typical examples from this region's livestock industry . . . photographs obtained from the Dominion Experimental Station in Swift Current. Livestock's place in the agricultural economy is one of importance.



SWIFT CURRENT'S newest and most important home industry is the Horse Co-Operative Marketing Association, organized in 1944 by farmers and ranchers themselves to conserve feed resources of South-west Saskatchewan, providing more feed and grass for livestock, giving more security. Shown here is the Swift Current plant and they own

Horse Co-Operative Marketing





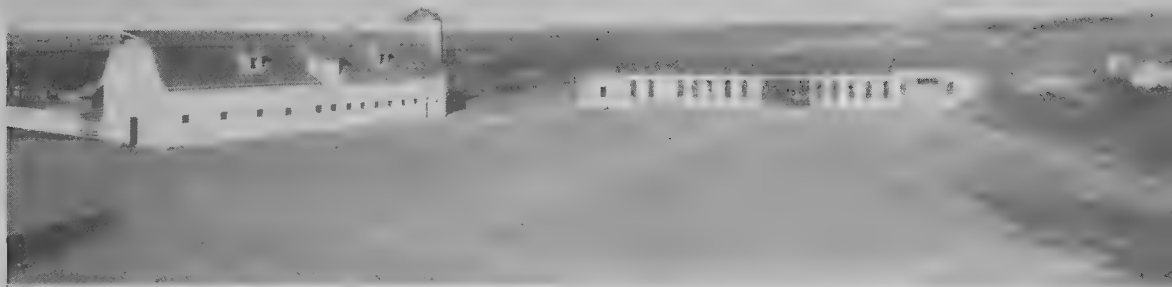
Association Limited

another at Edmonton, Alta. Surplus horses in one year consumed over 500,000 tons of feed in the form of grass. The plants process and sell pickled horse meat, canned horse meat and gravy to European countries in need of meat.

Slaughtering at the headquarters plant in Swift Current runs from 175 to 200 horses per day, from Edmonton 100 to 125. There are 350 employed in Swift Current, 120 in Edmonton. Value of production in 1946-47 was \$9,000,000. It is a true co-operative, only shippers of horses participating in net surpluses. Investment in two plants, \$850,000. Production figures for 1946-47 were: horses slaughtered 100,000; pickled meat to Belgium, 4500 tons; canned goods to UNRRA and other relief agencies, 35 million pounds; fur meat, 6500 tons; hides, 100,000; bones, 12,000 tons; oil 1100 tons.

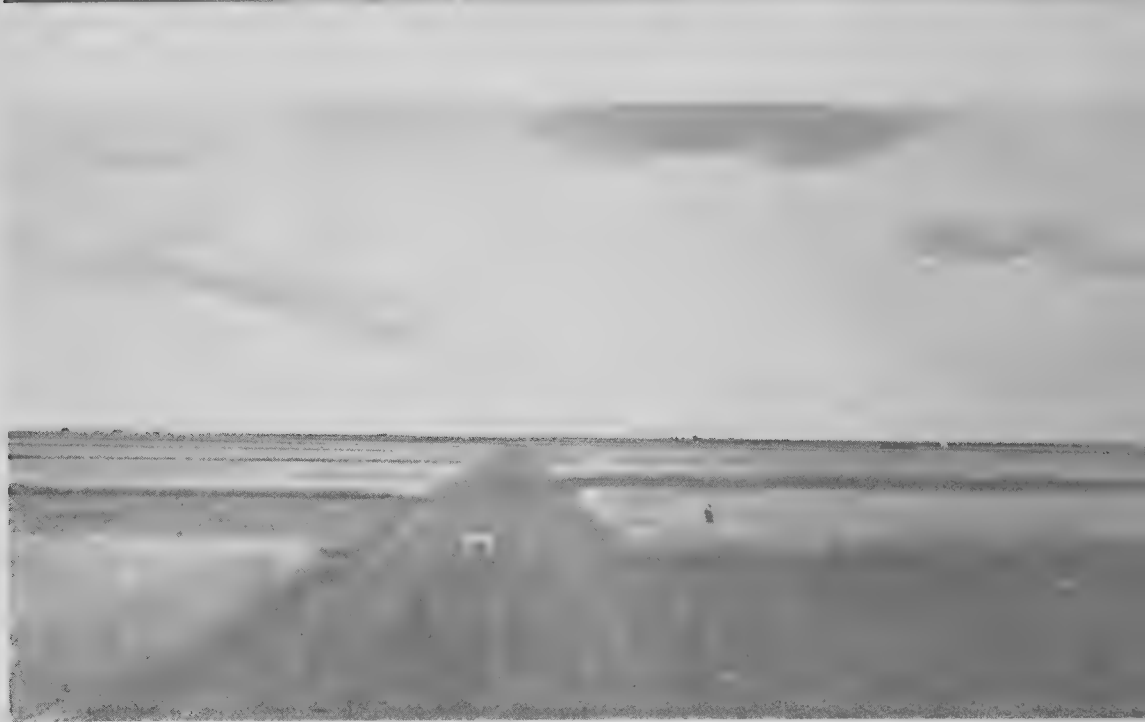
Removal of 100,000 surplus horses from range and pastures in Western Canada made available grazing for another 150,000 cattle. This one factor has done much to improve the livestock industry of the West.





Dominion Experimental Station

One of the most important stations in Canada, where the study of drouth and related problems for agricultural betterment started in 1921. The results altogether changed dry land farming practices so that the growing of crops under semi-arid conditions is more secure. The first combine in Western Canada was studied here, and sound guidance has emanated for farmers in the change to mechanization throughout. The new variety of Prospect barley was introduced here, of incalculable benefit to this country; the famous Rescue, resistant to the sawfly insect was developed here. The station pioneered the seeding of crested wheat grass on abandoned farm lands, reclaiming millions of acres; conducted the first survey of range lands in Western Canada . . . in brief, this station is the pivot for all soil drifting studies. Now on the program for study is farm electrification; farm buildings and farm facilities; regional grass land studies. Besides, it pioneered improvement in sheep types more adaptable to this section of the country and is the leading station in Western Canada for turkey breeding. The station's agricultural engineers have developed many special machines for agricultural experiments in Canada. Scientists from all over the world have visited the station in Swift Current to study its research. The cultural methods of farming dry land, the study of livestock and poultry in relation to the economy of the "dry" areas proceeds continually.



Irrigation . . .

The eastern slope of the Cypress Hills has a watershed providing run-off water for storage, enabling an extensive irrigation program in this district including projects like Swift Current-Herbert-Morse with a potential 25,000 acres.

Other main projects are at Val Marie, Eastend, Maple Creek and Consul. Securing feed supplies for the grain farmer in the event of drought and for cattle and sheep and dairy production and thus stabilizing the whole industry, are requisites of the irrigation program here. Two dams, Highfield and Duncairn have been built to serve the Swift Current irrigation project.

Picture at the right is Duncairn dam, and below will be seen a section of the Val Marie irrigation project with crop growing.



Making things grow where they





never grew before ...





Water! for irrigation

Throughout Southwest Saskatchewan are scenes such as this, bringing a new stabilizing influence to agriculture. This canal is typical, with the elevators of the village of Val Marie in the background. East and south of Swift Current these canals are carrying water for the "new day" in agriculture on the Prairies.

UNDER A GREAT P.F.R.A. Federal program Swift Current and district benefitted by small irrigation projects on farms, improving the food supply for the people and the livestock of the southwest. There is hardly a farm in this area where water cannot be stored to ensure the living of the farm home. Pumping plants are installed along rivers and streams to irrigate gardens. Some make it a commercial project, as can be seen from the picture below on an irrigated farm at Saskatchewan Landing, on the South Saskatchewan River, 30 miles north of Swift Current. This is a field of tomatoes. There are many other such projects. Farmers in this area are now growing fruits in their little orchards, such as apples, plums, etc. Dams and dugouts everywhere are the accepted thing.



Tomatoes at the river





Civic Pride

Swift Current is a city of many churches and a city that is noted for its friendliness and hospitality, a throwback from the pioneer days (not so far, back of us) when every latch was open and no one went hungry. There is a keen civic spirit here, accentuated by the Frontier Days Rodeo and Agricultural Fair which has become one of the main celebration attractions in Western Canada, second only to the famous Calgary Stampede. It is a city of community workers with such service clubs as Rotary, Kiwanis, Kinetic, Quota Club (ladies), Lions, taking the lead. Many fraternal organizations thrive here also. A Board of Trade and Retail Merchants Association adds to keen spirit of "doing things" prevalent. Swift Current is a grown-up pioneer city, breathing still the romantic days of the past, alive to a progressive future.



Top—City Hall
Centre—United Church
Lower—Court House

Main Street ...

Here is the centre of all the business activity of this bustling prairie metropolis; fine department and other stores, banks, two theatres, restaurants, hotels are concentrated within a square half mile. It is always a busy scene, especially on Saturdays when rural folk visit and shop in greatest numbers, coming from hundreds of miles.



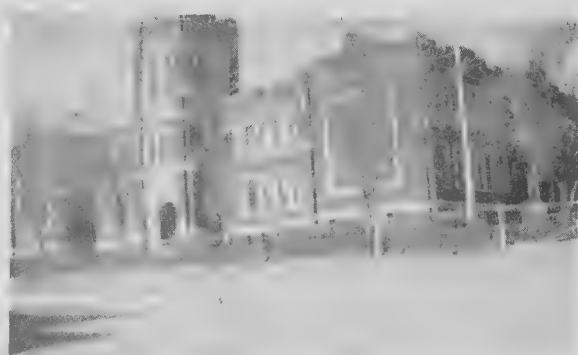
Education ...

Swift Current has six schools, including a separate school, St. Joan of Arc Academy which is shown on another page. All are modern, well kept institutions. Planned now is a Technical Institute as an adjunct to the collegiate and this will probably get under way during 1948. Swift Current has a fine staff of teachers and education concerns the citizens to a high degree. In 1947 there were approximately 1600 students in the public and collegiate; 40 rooms altogether and a staff of 42 teachers. The city spent during the last fiscal year \$114,000 for its collegiate and public school operations.



Top to Bottom:

Collegiate Institute, Central School, Elmwood School, Oman School. Across on other page, Ashley Park School.



A Prairie City of

Parks . . .

Three beautiful parks, with another recreation park projected are well-kept and the joy of citizens during the summer months. The Kiwanis park is being developed by the Kiwanis Club, fronts the Union Hospital; Elmwood park is city maintained, as is Memorial park, which was built and developed by the Rotary Club and then turned over to the corporation as a gift to maintain. There is also a Kiddies Wading Pool park operated by the Rotary Club, which is also projecting an adult swimming pool adjacent. These parks are all beautifully kept and provide a place of quiet and leisure for thousands of rural visitors who come here, also. The Kiwanis Club as well maintains supervised natural swimming in a fine spot near Elmwood park on Swift Current creek during the summer. The Kinetic Club is now establishing an Athletic Recreation Park in South Swift Current.



Top to Bottom:

Kiwanis Park with Hospital in background; Elmwood Park; Memorial Park.





Homes . . . and people

The construction of homes in the five years up to 1947 has been astounding. There are 1353 buildings in this city and 1755 dwelling units. These homes shown here are typical, with the bottom picture indicating the new type of modernistic homes being built. Swift Current does not go in for flashiness, as the community is made up of homey folks who generally build substantial, efficient homes for the use of a family. They do, however, go in for home beautification, fine gardens, well kept lawns, making a pleasant environment.





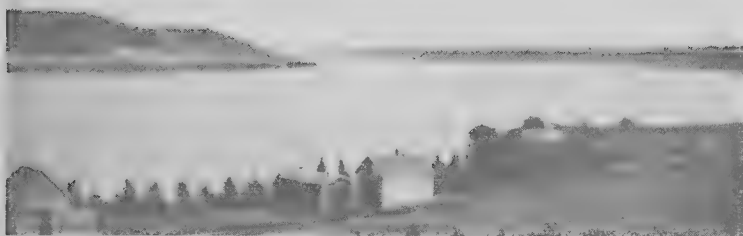
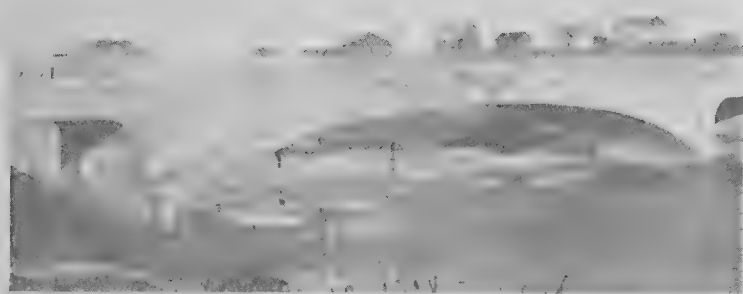
Local Industries ...

There are thriving, if not large, industries here; above shown is a local foundry which also produces certain types of farm implements. A flour mill here has a capacity of 160 barrels of flour a day, with a feed plant producing 10 tons a day, working 24 hours steady with half of the output for export. Large wholesale distributing firms are located here, serving a vast territory with implements, and foods, fruits, etc. Seven oil companies have distributing plants. There are two small furniture factories, an extensive fur ranch, etc. The Dominion Bureau of Statistics showed that in 1944 there were 11 manufacturing plants here producing to the gross value of \$1,391,854.



The Prairies have charm, too . . .

Trees, shrubs, flowers make the individual homes in this area a contrast to the usually treeless prairie, but there are many pleasant spots around because of the winding Swift Current creek which runs through the city and serves a large area with picnic and hunting grounds. South of the city some 28 miles is Lac Pelletier — shown below — while there are other resorts within easy driving distance. Banff is a good day's drive from here, as is Prince Albert National Park.



*Top—Chaplin Street Bridge
Centre—Scene on the Creek
Bottom—Lac Pelletier*



Modern Buildings ...

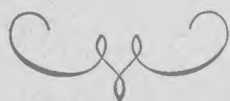
Above are types of substantial buildings in Swift Current's business centre while below is Marilyn Court, an apartment block of 41 modern suites, outstanding for a city of this size. Another large 42-apartment building is projected for 1948.





Golf, Fishing, Hunting . . .

There are many fine pleasure spots within easy driving distance of the city. In the fall deer, antelope, chicken, partridge, duck and goose hunting. For fishing, lakes and streams within range give the angler a chance to catch pike, pickerel, perch. A fine golf course (above), Elmwood club, 18 holes of the sportiest play in the West is open to visitors for green fees. The club has a spacious clubhouse where refreshments are available. Skating, hockey and curling are the main winter sports; baseball and softball, tennis and other recreation in summer.



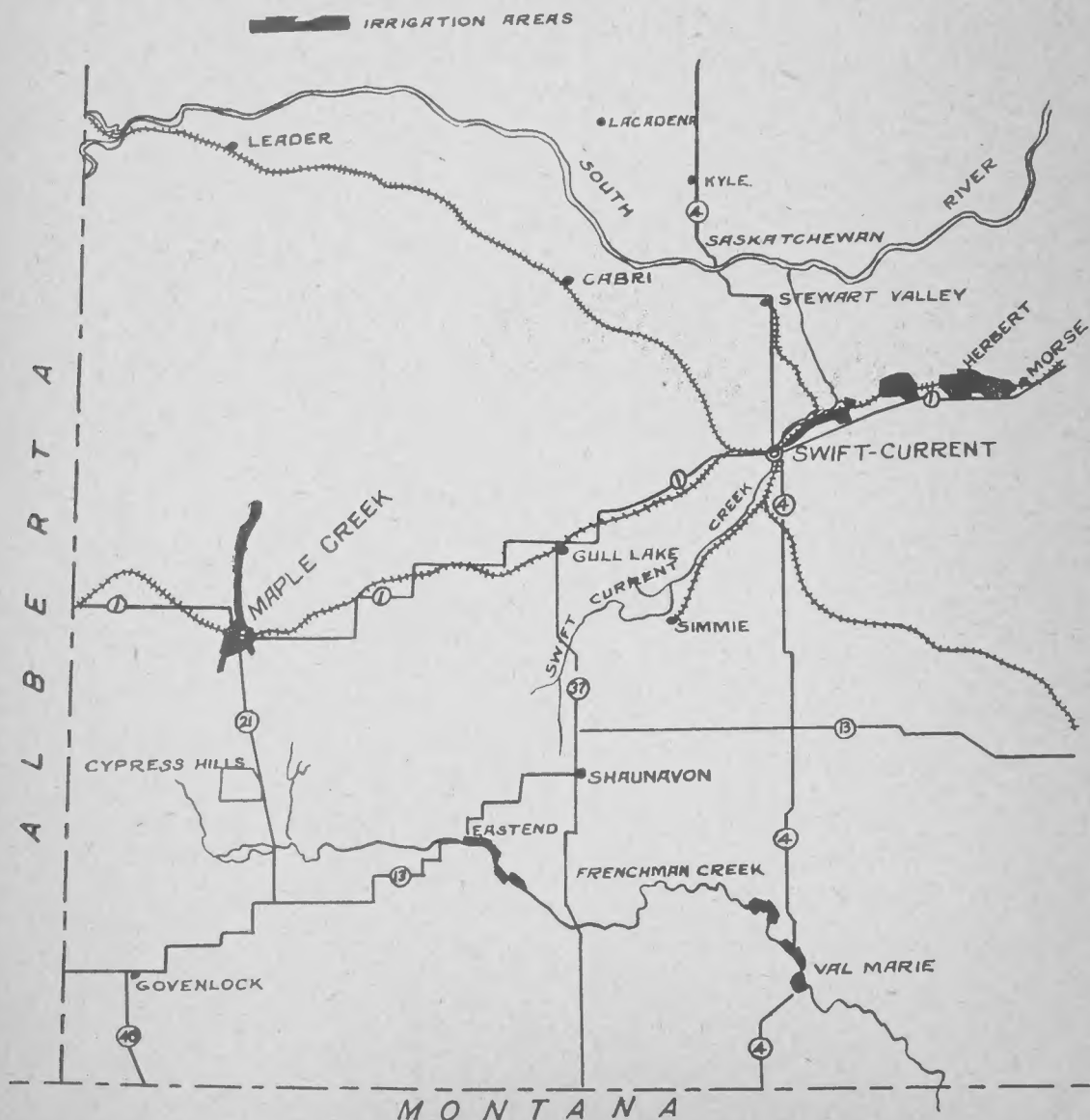
St. Joan of Arc Academy



Serving a Vast Territory ...

Five Branch Lines Converge Here

Shown in black on this map are the regional irrigation projects. There are five branch lines to Swift Current and the main line of the Canadian Pacific. Swift Current is about 150 miles from Malta, Montana; 120 west of Moose Jaw, 170 west of Regina and about 170 east of Medicine Hat, with Saskatoon 200 miles northward. The Alberta border is about a hundred miles west. Swift Current is the only city in South-western Saskatchewan.





Three of Swift Current's fine hotels cater to the travelling public. Above the Alexandra and Imperial, and below the largest, The Healy Hotel.

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